

Nonprofit Organization Grants:
Coast Guard Office of Auxiliary and Boating Safety
Recreational Boating Safety

Federal Grant Title: National Non-Profit Organization Grant Program
Federal Agency: United States Coast Guard
Funding Opportunity Number: DHS-USCG-2014-001
Type of Funding: Cooperative Agreement
CFDA Numbers: 97.102
CFDA Descriptions: Boating Safety Financial Assistance

Grantee: National Association of Boating Law Administrators (NASBLA)
Grant Number: 3314FAN140202
Grant Title: 2014 BUI Awareness and Enforcement Campaign: Operation Dry Water National media outreach and tracking

Award Amount: \$18,117.00

Synopsis:

The grant provides assistance to coordinate the national media outreach and tracking for the 2014 Operation Dry Water. The goal of this national boating under the influence (BUI) awareness and enforcement campaign is to reduce the number of alcohol-related accidents and fatalities and foster a stronger and more visible deterrent to alcohol and drug use on the water. The national media and public outreach is a vital part of the overall growth and success of the Operation Dry Water campaign.

December 19, 2014

Joe Carro
Commandant (CG-54222)
U.S. Coast Guard
2703 Martin Luther King Jr. Ave SE, Mail Stop 7501
Washington, DC 20593

RE: NASBLA Final Grant Report - BUI Detection and Enforcement: Operation Dry Water: National Media Outreach and Tracking Grant No. 3314FAN140202

Dear Joe:

Below you will find the final grant project report for the NASBLA - Coast Guard Grant Agreement 3314FAN140202. This report is for the period May 1, 2014 – December 31, 2014.

I. Narrative Performance Report

The National Association of State Boating Law Administrators (NASBLA) received grant assistance from the U.S. Coast Guard to coordinate the national media outreach and tracking for the 2014 national boating under the influence (BUI) awareness and enforcement campaign, Operation Dry Water.

Operation Dry Water (ODW) is a year-round boating under the influence awareness and enforcement campaign with the mission of reducing the number of alcohol-related accidents and fatalities through increased recreational boater awareness and by fostering a stronger and more visible deterrent to alcohol use on the water.

The national media and public outreach is a vital part of the overall growth and success of the Operation Dry Water campaign, and it addresses the need for “direct and measurable results” in the National Recreational Boating Safety Strategic Plan, 2012-1016, Strategy 6.5.

The single-themed marketing and messaging of the Operation Dry Water campaign contributes to the overall goal of the campaign to reduce the number of alcohol-related recreational boating accidents and fatalities and positively impact the social normality of boating under the influence.

National Media Outreach & Public Awareness

In an effort to increase media and public awareness around the issue of boating under the influence, the National Association of State Boating Law Administrators in partnership with the U.S. Coast Guard conducted its sixth annual Operation Dry Water (ODW) campaign June 27-29, 2014.

This nationwide education and enforcement effort addresses Strategy 2.4, 2.5 and Strategy 6.5 of the National Recreational Boating Safety Strategic Plan, which calls for:

Strategy 2.4 – Deliver Branded Messages through Traditional Mass Media

Deliver branded campaign messages through traditional mass media that include television, radio, public service announcements, and print materials. Find effective ways to deliver messages that attract attention and change behavior. Test the campaign messages and the type of communications media to evaluate the effectiveness of the campaign to determine whether behavior changed. Coordinate with partners on priority messages and funding for those messages.

Strategy 2.5 – Deliver Branded Messages through Non-Traditional/New/Social Media

Use multiple social/causal marketing media (e.g. Internet, Facebook, Twitter, YouTube) designed to influence the behavior of various target audiences. Use available measures to track impressions and search for improved measures to test the campaign messages and the type of communications media to determine whether the campaign changed boaters' behavior.

Strategy 6.5 – Conduct BUI Awareness and Enforcement Campaign

Engage our nation's marine law enforcement officers, boating safety partner organizations and the media in a nationwide campaign, which blends targeted enforcement of BUI laws with a measurable increase in public awareness about the risks associated with BUI. Such an effort should include:

1. Targeted outreach to marine law enforcement agencies and their officers to enhance participation and reporting.
2. Development and distribution of single-theme media and public awareness products for use on local, state and federal levels.
3. A tracking mechanism to quantify participation and to measure media exposure.
4. A method to evaluate changes in public awareness and perception of the BUI problem.

Media & Public Outreach Tracking/ Results

NASBLA staff worked intensively with the states, other law enforcement agencies, boating safety organizations, a marketing and media relations firm, and the U.S. Coast Guard to develop and execute the Operation Dry Water marketing and media relations campaign. In 2014, Operation Dry Water succeeded in receiving local and national media coverage.

While the 583 participating law enforcement agencies concentrated their outreach and enforcement efforts locally, NASBLA focused on media coverage at the national level. Through these combined media relations and outreach efforts, the Operation Dry Water campaign generated a wide range of news coverage and publicity for increased awareness of BUI and other boating safety issues.

The following results reflect the national media tracking of traditional news media, online blogs and social media pertaining to Operation Dry Water 2014. The collection was conducted over a 14-week period covering April 28 – July 31, 2014. The reports were collected on a weekly basis. Each weekly report compiled media clippings containing mentions of “Operation Dry Water” appearing in traditional media, social media and blogs.

Media Coverage/ Mentions: April 28 – July 31, 2014

- Television: 1,263 unique television news stories
- Online: 920 unique online mentions
- Radio: 34 unique radio mentions/stories
- Print: 37 unique print articles
- Wire: 31 unique wire stories
- Blogs: 85 unique blog mentions
- Twitter: 696 unique mentions on twitter
- Facebook: 286 unique mentions on Facebook

Notably, Operation Dry Water regional media coverage was captured nationwide over the span of the 14-week tracking period. Media coverage included ABC7 Eyewitness News (Chicago), The Seattle Times (Washington), FOX 23 News (Oklahoma), NBC 10 News (Arkansas) and WFLA-AM (Fox News Radio- Florida). Such media coverage indicates that Operation Dry Water received mentions across the United States in both traditional and social media.

Social Media

Operation Dry Water's social media outreach has continued to grow and expand since the inception of the campaign. Twitter and Facebook anchor Operation Dry Water's social media efforts and are utilized and updated daily. The Operation Dry Water Facebook page has more than 1,400 followers and the ODW Twitter feed has approximately 1,400 followers.

Media Releases and Branded Marketing Materials

Media releases and branded collateral are developed and marketed annually for the Operation Dry Water campaign at both the local and national levels. These products play a large and important part in the awareness and outreach efforts of the campaign.

These materials are marketed to the media and the recreational boating public. Examples of the products developed by NASBLA for national marketing and outreach purposes are a national press releases (one prior and one following the ODW heightened enforcement weekend), digital graphics, campaign branded flyer, brochure, poster, banner, video PSAs, images, as well as customizable press releases and informative documents for participating law enforcement agencies and boating safety partners – all available for download through the Operation Dry Water website. Additionally, the Operation Dry Water newsletter contributes significantly to the national outreach of the campaign.

Conclusion

The media and public outreach associated with the Operation Dry Water campaign is continuing to grow. Operation Dry Water is receiving more traditional and non-traditional media attention on the national, regional, and local levels. Additionally, as law enforcement agencies increase their involvement in social media, the outreach opportunities for the Operation Dry Water campaign also increases. The campaign outreach is reaching boaters at the local and national level. News articles and stories are being published frequently and consistently, especially in the months leading up to the ODW heightened awareness and enforcement weekend. These increases in agency participation and media coverage has lead to more opportunities for boaters to receive information about boating under the influence and safe boating practices, raising their education and awareness levels.

Since the launch of Operation Dry Water in 2009, the amount of boating fatalities with alcohol named as a contributing factor has decreased from 19 percent to 16 percent in the United States*. However, alcohol use continues to be the leading known contributing factor in recreational boating deaths in the United States.

*According to the 2013 U.S. Coast Guard Recreational Boating Statistics.

II. Obstacles/Impediments

There were no significant obstacles or impediments.

III. Financial Status Report

Financial report, Form 425, has been submitted under separate cover.

If you have any questions, or if I can provide additional information, please do not hesitate to contact me at 859.225.9487.

Sincerely,

A handwritten signature in black ink, appearing to read "John M. Johnson". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

John M. Johnson
Chief Executive Officer